

Kim Epstein

kimberlyeps@gmail.com 606 Second Ave, Croydon, PA 19021
(215) 595 4189 aBetterBreak.com

EXPERIENCE

Marketing Manager | The Neat Company | Sep 2018 - Apr 2019

BRAND MANAGER

- ★ developing graphic and writing styles and ensuring brand alignment
- ★ rebranding project including company voice document, visual style guide with custom illustrations, and full website redesign

eMAIL COMMUNICATIONS MANAGER

- ★ determining and defining audiences for communication by buying stage, interest, and customer needs
- ★ establishing and maintaining lists (external and internal) to segment and target communications
- ★ developing monthly and yearly communications plans for each audience
- ★ writing, designing, and building all email communications

ART DIRECTOR AND GRAPHIC DESIGNER

- ★ providing design direction for advertisements
- ★ designing print collateral and electronic deliverables, including fliers and one-sheets, ebooks, illustrations, web graphics, and emails

CONTENT WRITER AND EDITOR

- ★ writing and/or editing and proofreading blog posts, ebooks, mailings, web copy, emails, and in-product communications

Marketing Coordinator | GrayHair Software | Aug 2017 - Aug 2018

PROJECT MANAGER

- ★ ensuring a consistent flow of external communication, keeping projects on time, within budget constraints, and coordinating the input and approval of all stakeholders (internal and external)

ART DIRECTOR AND GRAPHIC DESIGNER

- ★ developing brand standards and ensuring brand alignment
- ★ updating existing materials to meet new brand standards
- ★ designing or providing design direction for both client-facing and internal marketing materials including presentation decks, ebooks, exhibition materials, advertisements, email templates, and fliers
- ★ producing and creating webinars, videos, and exhibitions

COPY EDITOR AND PROOFREADER

- ★ editing and proofreading web copy, email communications, blog posts, presentation decks, and articles

Graphic Designer & Website Coordinator | American Anti-Vivisection Society | Mar 2014 - Aug 2017

ART DIRECTOR AND BRAND MANAGER

- ★ *developing and maintaining brand standards for all five brands under the AAVS umbrella (AAVS, ARDF, Animalearn, the Science Bank, and Leaping Bunny)*
- ★ *designing, producing, and developing all print and electronic marketing materials including newsletters, mailings and emailings, brochures, advertisements, websites, and exhibits*
- ★ *updating existing marketing materials to adhere to new standards*

WEBMASTER

- ★ *maintaining AAVS.org, ARDF-online.org, Animalearn.org, theScienceBank.org, and LeapingBunny.org and providing technical support for site visitors*
- ★ *redesigning and building sites at ARDF-online.org, Animalearn.org, and theScienceBank.org (providing all ux/ui design, graphic design, shopping cart setup, and grants and donation portal integration; and seeing to all technical needs)*
- ★ *managing the redesign of, and providing art direction and development support for, sites at AAVS.org and LeapingBunny.org*

IT MANAGER

- ★ *establishing, maintaining, and providing user support for all office technology systems including computer network, shared file server, individual computer support, printers, copiers, and scanners*
- ★ *assisting employees with software training and troubleshooting*
- ★ *managing email systems (webmail and clients) and addresses for all employees*
- ★ *purchasing and monitoring all technology equipment*

Digital Marketing Specialist | HRDQ | Jan 2012 - Feb 2014

CONTENT MARKETER

- ★ *writing and managing InsideHRDQ.com and TrainingBookReview.com*
- ★ *developing and designing games for our internal staff to bolster product knowledge*
- ★ *developing and designing product toolkits for lead generation and sales support*
- ★ *writing, designing, and building email communications*
- ★ *writing, editing, and proofreading product copy*

WEBMASTER

- ★ *maintaining HRDQstore.com, ReproducibleTrainingLibrary.com, and PersonalityStyleAtWork.com and providing technical support for site users*
- ★ *maintaining product and customer databases*

Production Assistant | SteegeThomson Communications | Nov 2009 - Mar 2011

PRODUCTION ASSISTANT

- ★ *setting and managing project schedules, maintaining client relationships, and providing client support*
- ★ *editing and proofreading copy*
- ★ *performing competitive analyses for clients (websites, social media, design, content marketing, and methodologies)*

ADMINISTRATIVE ASSISTANT

- ★ *establishing and maintaining all office technology systems and providing IT support to all staff*
- ★ *coordinating travel, ordering supplies, maintaining office kitchen, receiving guests and answering telephone calls*

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EDUCATION

BA, Fine Arts

University of Southern California
2004 - 2008

Certificate, Digital Media

Moore College of Art
2011 - 2013

Certificate, Web Design

Moore College of Art
2012 - 2014

Certificate, Pragmatic Marketing

Level 2
2018

TECHNICAL Skills

Productivity

Microsoft Office Suite, Confluence, Jira, Aha, Slack, Trello, Asana, Google Suite, SalesForce

Design

Illustrator, InDesign, PhotoShop, DreamWeaver, After Effects, Flash, Premier, Acrobat, Audition, iMovie, YouTube Studio

Web Building

HTML/CSS; WordPress, Drupal, Salsa, and BlackBaud Content Management Systems; Shopping Cart Management and Integration (OpenCart, 3DCart, WooCommerce); Advocacy, Donation, and Lead Management Platforms (Blackbaud, Salsa, PayPal, Authorize, Pardot, Salesforce); Mass eMailing/CRMs (MailChimp, Constant Contact, MailerMailer, Pardot, Salsa)

SPECIAL PROJECTS

USC's Joint Educational Project

Public Art Studies Guest Instructor at the Audubon Middle School in Los Angeles (fall 2007) and Exhibitor at the annual Service Learning Symposium (spring 2008)

Inside HRDQ Blog

Named one of the 50 Best Learning and Development blogs by the Center for Management and Organization Effectiveness for the calendar year 2013

aBetterBreak

Volunteered professional services for non-profit organizations including an expanded style guide and document templates for PSsciece and an updated set of marketing collateral for Dignity Housing.

Portfolio

<https://aBetterBreak.com>